WHAT IS CLAIMED IS:

1.   A method of tracking network activity of a user, comprising the steps of:

implementing a profile application on a computer of the user disposed on a network to track the network activity of the user, the profile application having a unique ID and bar code associated therewith;

entering user information of the user into the profile application;

accessing a vendor server on the network by the user to view server information; and

logging with an activity log activities of the user while the user accesses the vendor server for server information.

2.   The method of Claim 1, wherein the profile information is transmitted to a registration server disposed on the network for storing, and the bar cade and unique ID returned to the computer of the user in response to receiving the profile information.

3.   The method of Claim 2, wherein the vendor server transmits the activity log to the registration server in response to the user exiting the vendor server.

4.   The method of Claim 3, wherein the activity log is appended to the user information stored on the registration server.

5.   The method of Claims 1, wherein the profile application contains the unique ID and bar code.

6.   The method of Claim 1, wherein the profile application passes the unique ID and bar code to the vendor server when the user accesses the vendor server.

7.   The method of Claim 6, wherein the vendor server accesses a registration server disposed on the network to obtain the user information stored thereon.

8.   The method of Claim 7, wherein the vendor server presents advertising to the user based upon information extracted from the user information.

9.   The method of Claim 1, wherein the activity log is generated on the computer of the user and stored thereon.

10.   A system for tracking network activity of a user, comprising;

        a profile application implemented on a computer of the user disposed on a network to track the network activity of the user, said profile application having a unique ID and bar code associated therewith;

5   user information of the user entered into the profile application;

        a vendor server on said network accessed by the user to view server information; and

        an activity log for logging activities of the user while the user accesses said vendor server for said server information.

11.   The system of Claim 10, wherein said profile information is transmitted to a registration server disposed on said network for storing, and said bar cade and said unique ID are returned to said computer of the user in response to receiving said profile information.

12.   The system of Claim 11, wherein said vendor server transmits said activity log to said registration server in response to the user exiting said vendor server.

13.   The system of Claim 12, wherein said activity log is appended to the user information stored on said registration server.

14.   The system of Claims 10, wherein said profile application contains said unique ID and said bar code.

15.   The system of Claim 10, wherein said profile application passes said unique ID and said bar code to said vendor server when the user accesses said vendor server.

16.   The system of Claim 15, wherein said vendor server access a registration server disposed on said network to obtain said user information stored thereon.

17.   The system of Claim 16, wherein said vendor server presents advertising to the user based upon information extracted from said user information.

18.   The system of Claim 10, wherein said activity log is generated on the computer of the user and stored thereon.